

# BEVERLY CENTER

## BEVERLY CENTER CELEBRATES LUNAR NEW YEAR - THE YEAR OF THE PIG

*A collaboration with Artist Momo Wang will launch a new series of WeChat Stickers and continues the tradition of sharing good fortune with red envelopes*



LOS ANGELES, January 23, 2019 – The newly reimagined Beverly Center will usher in the Year of the Pig, celebrating Lunar New Year from January 28 to February 28 with an exclusive artist collaboration and special red envelope promotions.

### **ARTIST COLLABORATION**

Beverly Center has again partnered with animator Momo Wang to create a Beverly Center Year of the Pig mascot and WeChat sticker collection in celebration of Lunar New Year. Momo Wang is famous for creating China's - Tuzki the rabbit. In doing so as an undergraduate student, she became an overnight online phenomenon.

Beverly Center will launch WeChat stickers throughout the year featuring Beverly Center mascot Billy the dog, another Momo Wang creation. Users can download the commemorative stickers via the official Beverly Center WeChat account. They will also be featured in WeChat and Weibo campaigns during for key holidays and seasonal experiences.

“We are thrilled to launch this authentic collaboration with Momo Wang that will further connect Beverly Center with Chinese tourists and the more than one billion users on WeChat,” said Susan Vance, director of Marketing and Sponsorship for Beverly Center. “This partnership underscores Beverly Center’s commitment to support a wide variety of artists to express the indomitable spirit of Los Angeles.”

### **ANNUAL RED ENVELOPE PROGRAM**

To celebrate Lunar New Year, Beverly Center will again give away traditional red envelopes that contain gift cards to Eggslut, Marugame Udon, Pitchoun Bakery & Café and Tocaya Organica. These will be given to customers who spend \$500 or more during their visit.

Beverly Center is also partnering with YouWorld for a unique WeChat QR code that will be available for customers so they may scan and redeem a digital red envelope.

# B E V E R L Y C E N T E R

“We are excited to celebrate and share this heartwarming holiday with our customers,” said Carlos Montenegro, manager of Tourism and Customer Service for Beverly Center. “We pride ourselves in delighting our Chinese guests with an outstanding shopping experience and are thrilled to be rolling out new services such as our WeChat-enabled digital Passport to Shopping, our WeChat-based concierge and our enhanced digital information services for these special guests.”

## **ABOUT THE YEAR OF THE PIG**

According to the Lunar New Year calendar, 2019 is the Year of the Pig and will commence on February 5. The Chinese zodiac moves in a 12-year cycle, making individuals born in 1959, 1971, 1983, 1995, 2007 and 2019 born in the Year of the Pig. It is believed that a person's personality traits are influenced by the year of their birth animal. Those born in the Year of the Pig are said to be optimistic, gentle, and loyal.

## **ABOUT BEVERLY CENTER**

With LA's largest collection of shops and restaurants under one magnificent skylight, the new Beverly Center reflects the diverse styles and tastes of Los Angeles and its many visitors. An unparalleled collection of luxury, contemporary and fast-fashion brands awaits shoppers, including Apple, Balenciaga, Coach, COS, Fendi, The Celect, G-Star Raw, Gucci, H&M, If & Co., Longchamp, Louis Vuitton, Maje, MCM, Michael Kors, Omega, Polo Ralph Lauren, Prada, Saint Laurent, Sandro, Salvatore Ferragamo, Superdry, Tiffany & Co., Traffic Los Angeles, Uniqlo, Versace, Wolford, Zara and more. An unmatched restaurant collection includes fine-dining options Cal Mare, Farmhouse and Yardbird Southern Table & Bar, and fast-casual eateries Eggslut, Easy's, Tocaya Organica, Marugame Udon, LAMILL Coffee and Pitchoun Bakery & Cafe. More great additions, including The Webster, are coming soon. Visit [beverlycenter.com](http://beverlycenter.com) or follow @beverlycenter, WeChat (ID: beverlycenter) and Weibo (ID: Beverly Center) in social media for more information.

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